

Arizona Motorcycle Safety Advisory Council  
Minutes  
July 31, 2008, at 10:30 a.m.

A public meeting of the Arizona Motorcycle Advisory Council was convened on July 31, 2008, at 3030 North Central Avenue, Suite 1550, Phoenix, Arizona 85012

Call to Order and Roll Call

The meeting was called to order by AMSAC Chairman, P. J. Janik, at 10:30 a.m. Roll was taken and a quorum was declared present.

Council Members Present:

P. J. Janik, Bobbi Hartmann and Dave Novitt

Members of the Public Present:

Gary Tone, MVD, Sky Pilot, ACMC, Mark Weiss, MSF, Mark Suarez and Nicole Shaffer, Moses Anshell

Legal Counsel

Brian Schneider was not present.

Approval of Minutes for May 29, 2008

Dave Novitt asked staff to make a revision to the minutes. The third sentence under the title "Motorcycle Awareness Events/Related Press Conferences", that reads "Approximately 41,000 tee shirts were distributed, etc.", should read 4,100 tee shirts were distributed. On the 2<sup>nd</sup> page under "Motorcycle Awareness Program" in the last sentence that reads "Dave Novitt made the comment that the District of Arizona, etc." Gold Wing Road Riders Association should go before District of Arizona etc. The second paragraph under the heading "Call to the Public" where it reads "Ron Kool would like the assistance of the council, etc." it should read "Ron Kool offered his assistance to the council in looking for billboards, etc". Dick Novitt stated that the remainder of the minutes were correct and made a recommendation to approve the minutes. Bobbi Hartmann second the motion. All were in favor.

MVD – Special Mailing, MC Endorsement

Gary Tone is sitting in for Sydney Demodica from MVD. Bobbi Hartmann made a suggestion that a special individual mailing be made to all registered motorcyclists. Dave Novitt mentioned the possibility of getting a message on the digital message boards used at MVD offices. P.J. Janik was appointed as the council liaison to work with MVD. Messaging boards will be on the next agenda. Bobbi Hartmann has information on the company that provides them.

Media Campaign Overview

Michael Hegarty, Deputy Director, provided an overview of the Cox TV recap. DVD's have been produced of ads and a letter will be sent out to different dealerships and training schools if they want to request copies of the DVDs. Mark Suarez and Nicole

Shaffer with Moses Anshell were introduced. Mark gave a brief synopsis of what their company is doing with billboards and motorcycles publications to promote motorcycle safety and answered questions poised by the Council. A quick slide was shown listing billboard locations and proposed publication ads.

#### 2010 Federal Grant

Terry Rutan gave a summary of the federal grant. There is a list of six criteria's. We qualified under #6 which is \$1 for each registration and also under #2 which is for motorcycle safety awareness program. Budget is left wide open to spend the money anyway you want as long as you stay within the safety awareness area. Grant is written and reviewed by the Feds and will be submitted tomorrow morning.

#### AMSAC – Update on 2 Open Positions

Richard Fimbres stated that issues with the legislature not working out and dealing with councils consolidating with other councils, this item will have to wait. About seven individuals have shown an interest in the positions. A statewide council is recommended for equal representation.

#### Awareness Vides – Florida Abate

Bobbi Hartmann showed a video received from ABATE of Florida. It is being considered for use at the end of the current awareness training. Bobbi was asked to provide the council members with copies of the videos for their viewing.

#### AMSAC – Annual Report

Director Fimbres gave an overview of what was accomplished from last year's campaign. He asks that the council put together another report for this year's accomplishments which is due in October. All the information needed is in the grant proposal. Bobbi Hartmann offered to send the council members a copy of the 2007 report.

#### Call to the Public

Carole O'Reilly talked about the grants and using the monies towards awareness program. She believes there's something in the grant that limits what we can promote. Terry Rutan stated we can promote which is a priority at NHTSA right now and the monies are coming from NHTSA.

Sky Pilot gave his comments about the campaign for the print and the issue about the helmet law. He discussed the success of the motorist awareness signs in the Glendale area. He extended his gratitude towards GOHS for the good work they've done. Mark Weiss spoke about quality assurance and some of the concerns with current rider schools – possibly invite schools to the next meeting. Issue to be on the next agenda. Bobbi Hartmann to get a list of schools.

#### Board Forum

Dave Novitt mention a Letter of Appreciation to the City of Glendale

#### Next Meeting Date

The next meeting is scheduled for October 2, 2008, at 10:30 am.

Call to Adjourn

P.J. Janik made a motion to adjourn the meeting. Dave Novitt second it.